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using the remote device to compare at least some of the item identifier information in the site signal with user selected item information stored on the remote device; and

A1 displaying to a user the identifier and location item information that match the user selected item information based on the comparison.

2. (Amended) The method of claim 1 wherein the site is a building, the items comprise products within the building, and the site signal is broadcasted from a location within the building.

A2 5. (Amended) The method of claim 1 wherein the step of broadcasting occurs after the user selected item information is stored in the remote device.

6. (Amended) The method of claim 1 further including the step of ordering the displayed item identifier and location information based on the item location information transmitted with the site signal.

9. (Amended) The method of claim 8 wherein the step of broadcasting comprises broadcasting the signal repetitively regardless of whether said remote device is present at said site.

A3 10. (Amended) A remote device, comprising:
a receiver operable to demodulate wireless signals containing product information about products within a site, the information including descriptions and locations of the products,
a memory operable to store a list of products desired by a user,

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a display, and

a processor operable to execute actions under the control of one or more programs, where the actions include: (a) comparing the product information of the wireless signals to the list of products in the memory of the remote device, and (b) displaying to the user a description of any products and the locations of those products that match the products of the list.

11. (Amended) The method of claim 10 wherein the remote device continuously seeks the wireless signals.

12. (Amended) The method of claim 10 wherein the remote device seeks the wireless signals in response to a user-initiated action.

13. (Amended) The method of claim 10 wherein the processor is further operable to cause the matched products to be displayed in accordance with the location of the matched products.

14. (Amended) The method of claim 1 wherein the site signal includes a first broadcasted signal, the first broadcasted signal including the item identifier information and at least some of the item location information, and a second broadcasted signal, the second broadcasted signal relating to one or more of the matched items and being broadcast at a point proximate to the location of the matched item within the site.

20. (Amended) The method of claim 14 further including displaying a notification to the user that the matched item is associated with a coupon stored in the portable device.

21. (Amended) A system, comprising:

a store transmitter broadcasting information associated with a plurality of products located within the store, the information including product identifier information describing the products and product location information relating to a location of such products within the store,

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a plurality of product transmitters each broadcasting identity information of a product or class or products, a location of the product transmitter being associated with the location of the product or class of products,

a portable device including a broadcast receiver, a memory containing a list of products desired by a user, and a processor capable of executing actions in response to program the instructions, the actions including: receiving the information broadcast by the store transmitter; selecting at least one of the products or classes by comparing the information broadcast by the store transmitter with the list of products stored in the memory; receiving the identity information broadcast by the product transmitter associated with the selected product or class; and based on the strength of the product transmitter signal, providing an indication on the remote device that the device is at a location proximate to selected product or class.

26. (Amended) The system of claim 21, wherein:

the system further comprises a plurality of local transmitters disposed at locations within the store;

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each product transmitter is located near the product and transmits information relating to the product and a location of the product within the store, and each product transmitter determines

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the location of the product based on a signal from one or more of the a local transmitters;

the system further comprises a central receiver receiving the product and location information from the product transmitters; and

the system further comprises a central transmitter transmitting information relating to the plurality of products and their locations received by the central receiver.

27. (Amended) The system of claim 26 wherein each product transmitter determines the location of the product based on a signal from a plurality of local transmitters.

28. (Amended) The system of claim 26 wherein each product transmitter determines the location of the product based on the signal strength of a plurality of local transmitters.

33. (Amended) The system of claim 26 wherein the portable device is operable to receive the information from the central transmitter and to display at least one of the products associated with the information.

Please cancel claims 3 and 4.